

Social Media MarketingInfluencer Marketing

Discount currently offered is time sensitive until November 30th, 2025\*

# Try Sprout free for 30 days

No credit card required

Monthly billingAnnual billing

## Standard

–20%

Perfect for small teams managing a few profiles across social networks

\$199

per seat/month

- ✓ 5 social profiles
- ✓ Keyword and location monitoring
- ✓ Unlimited AI-generated alt text
- ✓ Review management
- ✓ Group, profile and post-level reporting

## Professional

–25%

Best for teams handling a lot of profiles with high engagement

\$299

per seat/month

Everything in Standard, plus:

- ✓ Unlimited social profiles
- ✓ Unlimited competitor, keyword and paid insights
- ✓ Optimal send times
- ✓ Suggestions by AI Assist
- ✓ Message tagging

## Advanced

–20%

Built for the challenges of cross-functional teams and workflows

\$399

per seat/month

Everything in Professional, plus:

- ✓ Enhance by AI Assist
- ✓ Sentiment in the Smart Inbox and Reviews
- ✓ Helpdesk integrations
- ✓ Team productivity and social customer care reports
- ✓ Message Spike Alerts

## Enterprise

Designed for organizations with large-scale social media operations

\$5,000

per month

for up to 10 seats

Everything in Advanced, plus:

- ✓ White-glove onboarding and implementation
- ✓ Plan tailored to your enterprise business
- ✓ Dedicated service for hassle-free SSO setup
- ✓ Priority customer support

## Unlock more possibilities on social media

Complete your social media management suite with additional solutions.

Add-on

### Social Insights

Grow your brand faster with actionable intel that helps your team make an impact *and* prove it.

#### Premium Analytics

Dive deeper into your performance with tailored insights.

- ✓ Personalize your data and emphasize important metrics with advanced filtering
- ✓ Prove ROI in interactive charts and graphs
- ✓ Benchmark performance with custom comparisons
- ✓ Distribute presentation-ready reports to key stakeholders with shareable links
- ✓ Harness our public API to extend publishing and analytics workflows beyond Sprout

\$3,000

per month

#### Listening

Leverage AI to uncover critical insights from millions of unfiltered conversations

- ✓ Instantly identify influential topics with Smart Categories
- ✓ Gauge consumer emotions through our Sentiment tracking and scoring model
- ✓ Never miss a sudden volume or sentiment change with custom Spike Alerts
- ✓ Bring relevant content front and center with filters powered by machine learning
- ✓ Quickly answer business-critical questions with external share links

\$3,000

per month

Premium Analytics and Listening are each available as individual add-ons to any plan.

Add-on

### Employee Advocacy

The fastest way to extend your social reach

- ✓ Curate on-brand content for employees to share with their own networks
- ✓ Drive measurable sales and engagement with UTM parameters
- ✓ Quickly calculate earned media value
- ✓ Expedite reporting and organize content with Tags
- ✓ Help employees discover stories via My Feed, newsletters, Slack and mobile alerts
- ✓ Send content straight to Advocacy from the Compose workflow

\$3,000

per month

Available on all plans.

## Reach beyond traditional marketing

See how you can reach peak brand visibility with our influencer platform.



### Influencer Marketing

Authentically amplify your brand's message

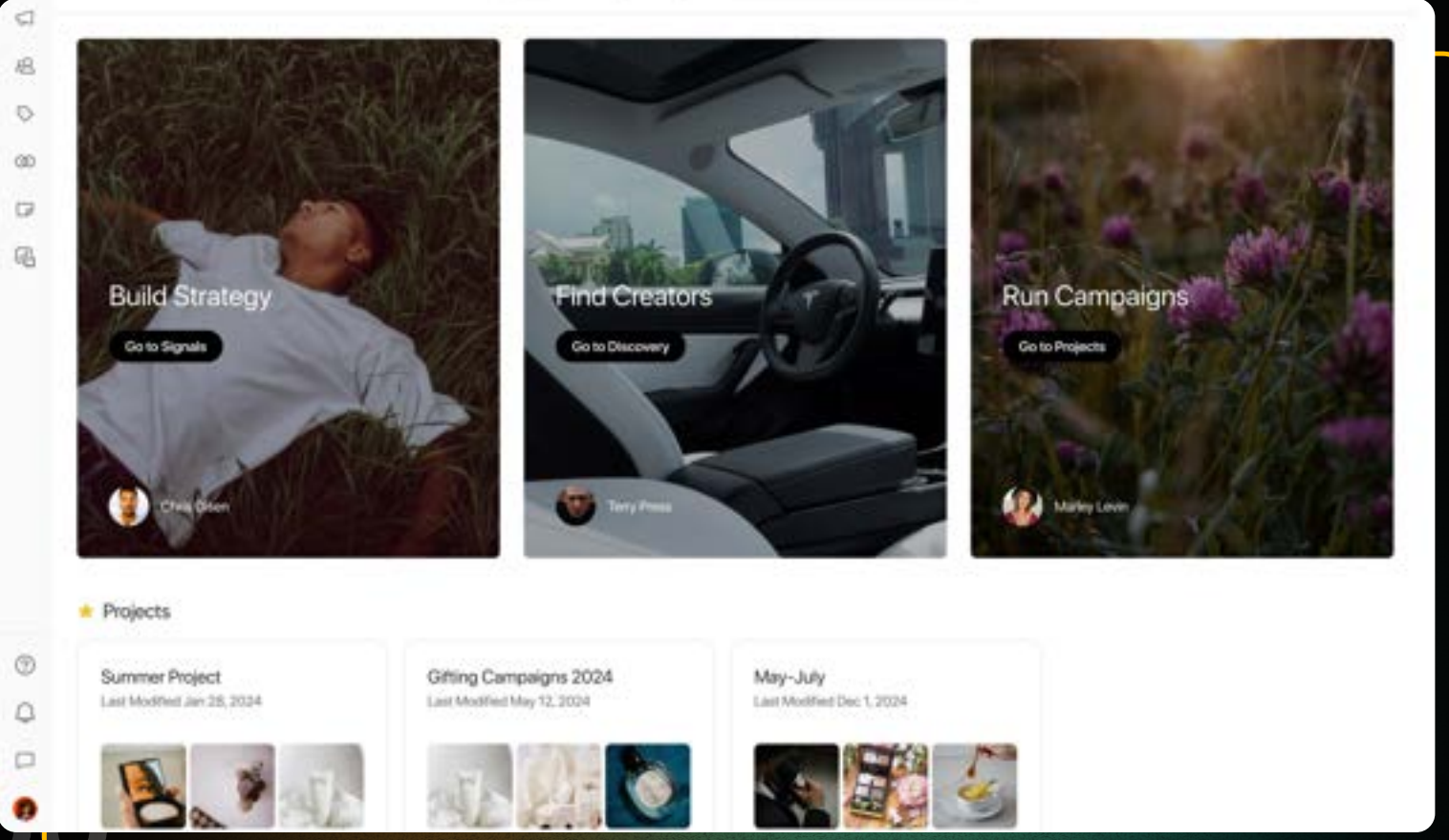
- ✓ Discover relevant creators from 10M+ social profiles using smart filters
- ✓ Grow your brand's influence at scale and seamlessly activate campaigns
- ✓ Track conversions from influencer content with UTMs and pixels
- ✓ Fuel your strategy with robust analytics from our social intelligence engine
- ✓ Uncover trends from paid and organic performance with tailored reporting
- ✓ Pay creator fees

\$3,000

per month

No Sprout plan required.

### Influencer Marketing



## Questions regarding any of our plans?

Send us a note at [sales@sproutsocial.com](mailto:sales@sproutsocial.com) or call us at **1-866-878-3231**.

### What happens when my free trial ends?

After your 30-day free trial, you'll be asked to pick a plan and enter your payment info.

### What is the difference between annual and monthly billing?

### Do I have to start a trial or is there another way for me to experience the platform?

You can request a free, customized demo and have a Sprout expert show you our suite of social management, customer care, social data and intelligence, and advocacy solutions.

### Can I change my plan?

If you pick the wrong plan, you can switch plans at any time (even during your trial). Pick the plan that seems like the best fit and try it on. You can always change your mind.

### How do I know which plan is best for my business?

Sprout's software solutions benefit a wide array of business types and sizes. Explore the various industry-specific insights we provide for your social media management needs.

### What are my payment options?

Online payment methods include major credit cards and PayPal. Prepayment options are available and allow your account to be debited monthly according to your plan and number of users. Contact [sales@sproutsocial.com](mailto:sales@sproutsocial.com) to discuss these options.



#### Platform

Engagement  
Publishing  
Analytics  
Premium analytics  
Listening  
Influencer marketing  
Employee advocacy  
AI and automation  
Pricing

#### Resources

Sprout Blog  
Community  
Resource center  
Social media glossary  
Agency partner directory  
Affiliate and referrals  
Brand assets  
Free social media tools  
Social media topics

#### Solutions

Enterprise  
Agencies  
Small and medium businesses  
Professional services  
Social media management  
Customer care  
Social storefronts  
Data & intelligence  
Brand awareness  
Industries

#### Company

About Sprout  
Office locations  
Careers  
Customers  
Investors  
Sustainability  
Security  
Trust Center

#### Integrations

Facebook  
Twitter  
Instagram  
LinkedIn  
Threads  
Pinterest  
TikTok  
Salesforce  
All integrations

#### Support

Help center  
FAQs  
System status

1-866-878-3231

Contact us



English



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